



## MEDIA NOTIFICATION

27 June 2007

### **Secretary of State for Environment Supports Environment - Friendly Bag Launch**

#### **Greengrocer (UK) Limited Launch New Environment-Friendly Carrier Bag at Queens Park London Farmers' Market from 01 July 2007**

A new green initiative to be launched this week by London Farmers' Markets, will give consumers greener choices in an attempt to help reduce the use of plastic bags. The first 500 customers will each receive a free Greengrocer bag.

The Rt Hon David Miliband commented: *"The London Farmers Market and Greengrocer (UK) must be congratulated for taking the initiative on the green bags and helping to tackle this growing environmental problem, while contributing to a more sustainable food industry in the UK. This will support the Government's efforts to help all sections of the economy and society to respect environmental limits."*

The initiative by London Farmers' Markets involves a trial of environment-friendly, sustainable consumer carrier bags which will see Queens Park farmers' market become a zone where only carrier bags that are recyclable, biodegradable, fabric or second hand can be used. The trial running for four consecutive weeks is the first of its kind in the United Kingdom.

Partnering with London based small-business Greengrocer (UK) Limited, designers of reusable and recyclable consumer carrier bags, the London Farmers' Markets group are providing their consumers with a branded, high quality and low cost alternative to the ubiquitous plastic bag.

**WHAT:** Launch of environment-friendly, sustainable consumer carrier bags

**WHERE:** London Farmers' Market, Queens Park London  
Salisbury Primary School, Salisbury Road, Queens Park, London NW6 6RG

**WHEN:** 10.00am, Sunday 1 July 2007

Cheryl Cohen, spokesperson for London Farmers' Markets said: *"This important and timely initiative is part of the London Farmers' Markets ongoing efforts to raise awareness of both the environmental and health benefits of farm grown, wholesome food and most importantly, to help minimise the impact of plastic bags on the environment."*

Each year in the United Kingdom, shoppers take home more than 11 billion carry bags – that's over 320 bags per person per year, with many of these being used only once. London alone makes up 19% of the UK usage of plastic bags, with many of these ending up blown onto streets, parks, and waterways where they can cause significant harm to wildlife.

Rob Angel, spokesperson for Greengrocer (UK) Limited said: *"We are delighted to be supporting this trial with our large Greengrocer Grocery Bag. Throughout the UK, farmers' markets are growing in popularity and this isn't surprising..."*

*"...The markets are good news for consumers who wish to buy good, honest food from the people who grow it and they are great for the environment too. Markets provide for low food-miles and reconnect us to the joys of Britain's fresh, seasonal produce. Overall, they are a great choice for those of us wishing to live a healthier, low impact lifestyle," Mr Angel concluded.*

#### **About Greengrocer Bags**

Greengrocer Bags are an environment-friendly alternative to the single-use plastic bag. The products were developed by a small team of London-based chartered landscape architects, who wanted to prove that it is possible to produce a socially and environmentally sustainable, quality yet inexpensive solution to the issue of one-off plastic bags. There are presently four bag styles in the Greengrocer product family including our large 'Greengrocer Grocery Bag' plus the new 'Foldable City Shopper bag' (which folds down to the size of a mobile phone!) Greengrocer bags allow shoppers to use fewer single-use plastic bags.  
Reduce – Reuse – Recycle – Use a Greengrocer Bag every time you shop.

#### **About London Farmers' Market**

London Farmers Markets (LFM) is a social enterprise. They have been running successful Certified farmers' markets in London since 1999 and currently run 16 markets. These markets benefit almost 200 different farms and local food businesses. They provide help and advice to the farmers who sell with them and actively assist them in developing their products. They aim to establish a network of farmers' markets which will supply Londoners fresh food needs. LFM are on the board of FARMA, on the working party of London Food Links and are often called upon to advise organisations and local authorities. Cheryl Cohen is on the board of the newly formed London Food, the mayoral body which will oversee food matters in the capital.

**##Ends**

#### **Notes to editors:**

Photo opportunity at market and images of the Greengrocer Grocery Bag are available.

#### **Rob Angel, Greengrocer (UK) Limited**

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